## Claims

1. In a computing environment, a system for providing a reward to a user of the Internet for desired web site visiting behavior, said system comprising:

means for loading a first web document to a user's computer, said first web document having a hyperlink to a second web document;

means for monitoring whether said user navigates to said second web document;

means for monitoring whether said user returns to said first document; and

means for providing a reward to said user in response to the user returning to the first web document from the second web document.

2. The system of Claim 1, further comprising:

means for starting a timer in response to the user selecting the hyperlink in the first web document;

means for stopping the timer when the user returns to the first web document and determining a timer value; and

means for comparing the timer value to a first and a second threshold value, wherein the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value.

3. The system of Claim 1, wherein the user accesses the first and second web documents on the user's computer which is a client computer, said system further comprising:

means for storing a client computer system time in response to the user selectings the hyperlink; and

means for calculating a time value for time spent at the second web document by comparing a current client computer system time to the stored client computer system time when the user returns to the first web document, wherein the reward is provided to the user only if the time value is greater than a first threshold value and smaller than a second threshold value.

4. The system of Claim 3, wherein said means for providing the reward to the user further comprising means for providing positively priced information to the client computer.

5. The system of Claim 3, wherein the first web document is associated with a server computer and said means for providing the reward further comprises:

means for storing unique user identification data on the client computer;

means for storing user information required to reward the user on the server computer, the user information being retrievable based on the unique user identification data; and

means for providing the unique user identification data to the server computer in response to the user returning to the first web document for retrieval of the user information to effect the reward.

6. The system of Claim 1, further comprising means for loading program data to the user's computer concurrently with the loading of the first web document, the program data being executable for monitoring the user selecting the hyperlink and returning to the first document and for requesting the reward when the user returns to the first web document.

7. The system of Claim 2, wherein said first threshold value is a time period necessary for a human user to perceive information provided by the second web document.

8. The system according to Claim 1, wherein said reward comprises one or more elements from the set of:

further information;

a music file;

a video file;

a software product;

access to an electronic service;

bonus points usable within an e-commerce business; and

a cash payment.

9. The system according to Claim 1, further comprising:

means for administrating statistical information after said user returns to said first web document to measure attractiveness of said second web document due to its accessibility through said hyperlink from said first web document.

10. Computer readable code for providing a reward to a user of the Internet for desired web site visiting behavior, said code comprising:

first subprocesses for loading a first web document to a user's computer, said first web document having a hyperlink to a second web document;

second subprocesses for monitoring whether said user navigates to said second web document;

third subprocesses for monitoring whether said user returns to said first document; and

fourth subprocesses for providing a reward to said user in response to the user returning to the first web document from the second web document.

11. Computer readable code according to Claim 10, further comprising:

fifth subprocesses for starting a timer in response to the user selecting the hyperlink in the first web document;

sixth subprocesses for stopping the timer when the user returns to the first web document and determining a timer value; and

seventh subprocesses for comparing the timer value to a first and a second threshold value, wherein the reward is provided to the user only if the timer value is greater than the first threshold value and smaller than the second threshold value.

12. Computer readable code according to Claim 10, wherein the user accesses the first and second web documents on the user's computer which is a client computer, said code further comprising:

eighth subprocesses for storing a client computer system time in response to the user selectings the hyperlink; and

ninth subprocesses for calculating a time value for time spent at the second web document by comparing a current client computer system time to the stored client computer system time when the user returns to the first web document, wherein the reward is provided to the user only if the time value is greater than a first threshold value and smaller than a second threshold value.

13. Computer readable code according to Claim 12, wherein said fourth subprocesses further comprises providing positively priced information to the client computer.

14. Computer readable code according to Claim 12, wherein the first web document is associated with a server computer and said fourth subprocesses further comprises:

tenth subprocesses for storing unique user identification data on the client computer;

eleventh subprocesses for storing user information required to reward the user on the server computer, the user information being retrievable based on the unique user identification data; and

twelfth subprocesses for providing the unique user identification data to the server computer in response to the user returning to the first web document for retrieval of the user information to effect the reward.

15. Computer readable code according to Claim 10, further comprising thirteenth subprocesses for loading program data to the user's computer concurrently with the loading of the first web document, the program data being executable for monitoring the user selecting the hyperlink and returning to the first document and for requesting the reward when the user returns to the first web document.

16. Computer readable code according to Claim 11, wherein said first threshold value is a time period necessary for a human user to perceive information provided by the second web

document.

17. Computer readable code according to Claim 16, wherein said reward comprises one or more elements from the set of:

further information;

a music file;

a video file;

a software product;

access to an electronic service;

bonus points usable within an e-commerce business; and

a cash payment.

18. Computer readable code according to Claim 10, further comprising:

fourteenth subprocesses for administrating statistical information after said user returns to said first web document to measure attractiveness of said second web document due to its accessibility through said hyperlink from said first web document.

19. A computerized method to provide a reward to a user interacting with a computer network, said method comprising the steps of:

loading a first document onto a network access device of the user in response to a user request to download the first document, the first document having a hyperlink to a second

document;

determining whether said user selects the hyperlink and navigates to said second document;

determining whether said user returns to said first document; and

providing a reward to said user after said user returns to said first document.

20. The computerized method of Claim 19, further comprising the steps of:

if it is determined that the user has returned to the first document, determining an amount of time for the user spent by the user before returning to the first document; and

comparing the amount of time to a first threshold value and a second threshold value; and

providing the reward only if the amount of time is greater than the first threshold value and smaller than the second threshold value.

21. The computerized method of Claim 19, wherein the user accesses at least one server computer associated with the computer network using the network access device, said method further comprising the steps of:

storing unique user identification data on the network access device;

storing user information required to reward the user by said server computer, the user information being retrievable based on the unique user identification data; and

providing the unique user identification data to the server computer in response to the user returning to the first document for retrieval of the user information to effect the reward.

22. The computerized method according to Claim 20, wherein said first threshold is a time period necessary for a human user to perceive information provided by the second document.

23. The computerized method according to anyone of Claim 19, wherein said reward comprises one or more elements from the set of:

further information;

a music file;

a video file;

a software product;

access to an electronic service;

bonus points usable within an e-commerce business; and

a cash payment.

24. The computerized method according to Claim 19, further comprising the step of:

administrating statistical information after said user returns to said first document to measure attractiveness of said second document due to its accessibility through said hyperlink from said first document.